

Minutes
Visitors Cultural Commission Meeting
May 16, 2016, 5:30pm
Century Station Training Room

Call to Order at 5:34 PM

Roll called by Carylie Forte

Present: Anne Becker, Father David Peck, Larry Maholland, Jamie Swenson, Scott Corbin, Sharon Spero, Debi Mader (arrived 5:36pm), Kathy Melone (arrived 5:39pm)

Absent: Jodi Manthei

Also Present: Chris Minick, City of St. Charles; Carylie Forte, City of St. Charles.

Jim Collins from Norris Cultural Arts Center

Anne Becker began by asking for a motion to approve the Minutes of the May 9, 2016 meeting. Jamie Swenson made the motion, which was seconded by Larry Maholland. The motion passed by unanimous voice vote.

Anne asked if there was any Public Comment to be made at this time. There was none. Anne added that consistent with the practice followed in prior years, after this point in time there will be no further opportunity for Public Comment during the meeting.

Anne asked Larry Maholland to start off by briefly explaining his matrix and then use that as a springboard for discussion of the funding to organizations. On a scale from 1-5 the members were asked to assign a number to each organization in the categories of: Economic Impact; Enhance Community Culture; Resident Benefit; Enhance St. Charles Reputation; and Essential to Existence.

After some comments from individual members, the group decided to assign a value of: 1 (Low), 2 (Moderate), or 3 (High) in each of the 5 categories for the 8 organizations that are asking for funding. Results for that were:

<u>Rating Criteria and (Weight)</u>	Economic Impact (2)	Enhance Community Culture (4)	Resident Benefit (3)	Enhance St. Charles Rep (5)	Essential to Existence (1)	<u>TOTALS</u>
<u>Organization</u>						
Fine Line Arts	2	3	2	2	1	33
Fox Valley Concert Band	2	3	3	2	2	37
Pres. Partners	1	3	2	2	1	31
St. Charles Arts Council	2	3	2	2	1	33
Steel Beam Theatre	3	2	3	2	2	35
Norris Arts Ctr	2	2	2	2	1	29
Sculpture in Park	1	2	2	2	1	27
St Chas Singers	2	3	2	3	2	39

Once the total number for each organization was calculated, it was determined that some organizations could actually receive more dollars than they had requested in their application. There was a question that not all the factors can be weighted equally for each organization. For example, how do you quantify who/how many people attend a St. Charles Singers concert when you cannot track where attendees come from (so how do you quantify in the Matrix – Resident Benefit – when you cannot quantify how many residents attend your events, and how many non-residents attend). Kathy Melone disagreed with the outcome of this matrix and said that it is a flawed way of calculating and allocating funding. Anne asked for a consensus from the group on whether or not to use this matrix. Larry said he thought it could be tweaked so that no organization received more than a 10% cut from last year's funding.

Anne asked the members to take a look at the VCC Mission Statement from 2007, which had been emailed to the group the week before. She wanted the members to be cognizant of what the mission funds in relation to what the organizations say they would use the funding for in their FY 16-17 applications. In that light, they need to ensure that monies are not allocated for "bricks and mortar". It provides another springboard for discussion. Sharon Spero commented that for some organizations that planned to use the funding to increase their marketing efforts, and that could mean paying a marketing person. Kathy said that the categories used to rate the organizations is incomplete and needs to be further developed. Larry agreed that more time will need to be spent on these ratings, but they need to articulate how the money should be spent in some fashion, in order to have a common starting point. Kathy thinks ultimately that no one organization should see their funding reduced from the previous year. Give everyone what they got last year and then divide the additional money that became available for this year between the 8 organizations who applied for funding. The members agreed to go that route in deciding the funding for this year. Chris used the \$ figures that were awarded to each organization last year as the start point before finalizing the funding numbers. For the future, they will revise and refine the categories for funding discussion using criteria that each organization will be measured against. The plan is to have a few members work on these ratings this summer and come to a consensus as a group before using these in FY 17-18.

For FY 16-17 the funds to be allocated (\$87,591) come from the budgeted amount of \$80,460 + \$7131 that was not disbursed to Fox Valley Repertory in FY 15-16, due to their closure on October 1, 2015.

Chris Minick projected onto the screen the funding spreadsheet. The sheet shows the amount of funding each organization requested for 15-16, and what they had requested for 16-17. Then the totals from the Matrix were used to arrive at a total amount to be disbursed to each organization. Kathy suggested that they take the % of Total column for each organization, and apply the surplus \$16,189 this year, to each organization to get the new funding amounts. Scott Corbin added they might see what happens by starting at the \$80,460 base funding total based on what the organization received last year, and determine which organizations should receive the surplus \$7131 from FY 15-16. The board decided to go that route and used the additional \$7131 for Fine Line Creative Arts and St. Charles Arts Council, due to their new initiatives for FY 16-17. At this point (6:46pm) Father Peck excused himself from the meeting. So, \$3500 was additionally awarded equally to Fine Line Creative Arts and St. Charles Arts Council and an additional \$131 was awarded to Steel Beam Theatre.

Anne Becker asked for a voice vote from board members on proceeding with the funding allocations as suggested: Ayes (7); Nays (0); and Absent from voting (Father Peck left the meeting at 6:46pm)

Fine Line Creative - \$12,639

Fox Valley Concert Band - \$6848
Preservation Partners - \$9,221
St. Charles Arts Council - \$16,848
Steel Beam Theatre - \$14,798
Norris Cultural Arts Center - \$7,728
Sculpture in the Park - \$6,647
St. Charles Singers - \$12,861

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Total Funding dollars = \$87,591

The Funding was approved.

Anne Becker asked if she could call on members to get together to retool the Funding Matrix (Anne Becker; Scott Corbin, Kathy Melone, Larry Maholland and Chris Minick) in anticipation of a FY 17-18 funding meeting, with a meeting of all members to approve it, sometime in the fall.

Jamie Swenson made a Motion to Adjourn and it was seconded by Scott Corbin. The Motion passed by a unanimous voice vote.

Meeting adjourned at 7:02PM.

Minutes prepared by Carylie Forte.